

THE ALLIANCE HERALD

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HOW DO YOU MEASURE YOUR SUCCESS?

Do you measure your success by the number of dollars you have in the bank, by the amount of real estate you hold, by the size of your business and its volume, or do you measure your success by the good you have done during the past year? Too many men believe themselves to be successful when they have piled up a larger pile of dollars than the other fellow. That may be success in one way, but it is not the kind of success that counts. We believe that real success comes only when you have shouldered your share of the burdens of your fellow men, when you have taken up your share of the work of making others successful and happy. We cannot all be wealthy and we cannot all have great power politically, but we all have the opportunity of being the real world's workers, who do what counts. The man who takes his share of the responsibility of seeing that the proper men are in office—not for thought of financial reward but from the satisfaction of knowing that the officials elected are men of ability and honesty, is a success. The man who can number his friends by the hundreds—friends won by deeds of kindness and helpfulness, is a success. The man who does his share of boasting for his town and his locality, is a success. Too often the men who do this work—these successes, are not looked up to, but they have the confidence and respect of their fellow men and they are the kind of men (and women, for women have their work) who make this country what it is today. And when the time comes to lay them in their graves they are the people who are missed and whose places are hard to fill. We should honor the man who gives of his time and talents and who follows his ideas of what he believes to be right, regardless of consequences.

LIFE ON THE FARM

That "life on the old farm," of which they speak so feelingly at Indiana society banquets, is all right. We have no doubt of that. But we sometimes idly wonder how its advocates explain away little bits of human testimony like this actual letter from a 7-year-old boy, a pupil of Miss Mary Julius in the Robison school at Stockton, Ill.:

You have wanted to know what I do after school. I pick the eggs and get in the wood and I feed the chickens and get hay down for the horses and cows and I get in the straw and I bed them and I milk some of them and I have to give the cats some milk and I water the chickens and I set in some water in to and I bed the horses and cows and I set the table and I pit the knives and forks on then I put the plates on and then I put the saucers and then I pit the cups and then I put the sugar on the table and then I put the jellie (jelly) on the table and then I put the spoons on and then I put the honey on the table and then I pit the sauce on the table and I pick up chips and I take and set the thinks in the seiler.

"The letter stops abruptly here," comments the editor of the Stockton Herald, "but the young author explains that he then goes to bed, so that there is nothing more to write about. We are sure none will grudge him a good night's rest."

We should say not. And, much as we love the idea of the dear old white farmhouse with its green shutters, and so on, we would not blame that 7-year-old if he finished his day's work by hooking onto a midnight local for the big city. That's what he eventually does, as a matter of fact.—Rocky Mountain News.

DEMONSTRATOR DOES GOOD WORK

The members of the Box Butte County Farmers' Association are to be complimented on their wise judgment in voting to continue with a farm demonstrator for the year 1916. The work done this year, and it was the first and consequently the hardest, by F. M. Seidell, county farm demonstrator, in Box Butte county was well worth several times the expense. It must be remembered that the people of Box Butte county were assisted by the government for half the expense, which is a feature of this work well worth considering. Mr. Seidell, working under the direction of the experts of the United States Department of Agriculture, has accomplished much in 1915, and will accomplish greater things in 1916. The farmers who were interested and who lent their assistance in the farm demonstration work all feel well repaid for the necessary time and slight expense. They have expressed themselves in favor of HELPING MAKE 1916 THE BEST YEAR BOX BUTTE COUNTY EVER HAD.

WATCH ALLIANCE GROW DURING 1916

Alliance is going to make an unusual growth during the year 1916. It will grow not only in a business way but in the number of new buildings constructed, in the number of people who come here to make their homes, but will grow bigger and better through the feeling of public spiritedness and confidence that has been engendered in the town by those who live here and who know. Construction was started the first of this week on a \$15,000 addition to the Alliance Hotel. Proprietor Drake of the Drake Hotel is planning on spending several thousand dollars in additions in the spring, a number of new buildings are planned, work to start as soon as warmer weather comes. All of which goes to show that Alliance is constantly going forward—that it will not stand still—and that it cannot go backward.

ARE YOU PROUD TO BE ONE OF US?

A careful examination of the semi-annual report of the Alliance Commercial Club, printed on the first page of The Herald this week, will convince the most skeptical that our club has found the pace that wins the race. Herald readers are urged to carefully go over this report, for it shows that Alliance is in the lead among Nebraska cities of its size and also leads many cities of several times its size. This report should convince the business men who do not belong, that the club is doing the town much good and should cause them to decide to join and throw their financial and moral support to its work. Every citizen owes it to himself and to his business interests to help the work of the Alliance Commercial Club. HELP MAKE 1916 THE BEST YEAR ALLIANCE EVER HAD.

COMPARING MERITS AND DEMERITS

Speaking of William J. Bryan, "Doc" Bixby in the Daily Drift department of The Nebraska State Journal admits that he does not approve Mr. Bryan's course in politics altogether, but adds: "He is a worthy citizen of this republic, and nearer right on most issues than the sapsheads who criticize him."

EDITORS AND ANGELS

The Sioux City Live Stock Record of recent date contains an editorial on the subject, "Difference Between Editors and Angels," and disposes of it in six double-column lines. Brother Hartman, who is quite an editor but does not claim to be much of an angel, shows conclusively that there is a difference between the two, but in the limited space which he allows himself for the discussion of the subject, he does not fully describe the difference.

NOT AN EARTHQUAKE

That noise like distant thunder that rolled into Alliance from the south, while the New Year's bells were ringing at midnight last Friday night, was not the noise of an earthquake. It was the rumble of the water wagon getting into motion down in Colorado.

Lloyd's Column



What the Song Said

A young newspaper man, who lives at Fulton, on the Kentucky-Tennessee line where the trunk line of the Illinois Central road crosses the Louisville and Memphis division, was at the station not long ago and overheard a conversation between two Pullman porters who met upon the platform.

One of the pair, a Southern dandy, was a depositor of a savings bank which had just gone into the hands of a receiver. He told his friend, who was an educated negro from Chicago, of his misfortune.

"It sho' is hard luck," he bemoaned. "I'd done put two hundred and seventy-five dollars in dat bank, and now she's busted up on me and I reckon Ise lost all mah money."

"Oh, I don't know," said the Chicago porter reassuringly; "maybe the suspension is only just temporary."

"Mebbe so, mebbe so," was the melancholy answer. "But you knows what dat song dey's all singin' says: 'It's a long, long way to Temporary.'"

Undersized

Pat's boss was treating him to a thimble-size glass of his best old stock, and thinking to impress Pat with his liberality, he said:

"Pat, that whisky is seventy years old."

"Faith," said Pat. "If it is, it's dang small for its age!"

Do You Belong?

If you like the old town best,
 Tell 'em so!
 If you'd have her lead the rest,
 Help her grow!
 When there's anything to do
 Let the fellows count on you!
 You'll feel bully when it's through,
 Don't you know!

If you want to make a hit
 Get a name!
 If the other fellow's it
 Who's to blame?
 Spend your money in the town
 Where you pull the shekels down;
 Give the mail concern a frown—
 That's the game!

If you're used to giving knocks,
 Change your style!
 Throw bouquets instead of rocks
 For a while.
 Let the other fellow roast,
 Shun him as you would a ghost.
 Meet his hammer with a boast
 And a smile.

When a stranger from afar
 Comes along,
 Tell him who and what we are—
 Make it strong.
 Needn't flatter, never bluff,
 Tell the truth, for that's enough—
 Join the boosters—they're the stuff,
 Let's belong!
 —The Clyde (N. Y.) Herald.

This is the Life

Two maid-servants met on their "afternoon out."
 "Hallo, Susan!" cried one. "I haven't seen you lately. Where are you now?"
 "Got a situation in Newton," replied the other, coolly.
 "In Newton? Isn't it awfully slow there?"
 "Slow!" replied the second girl, with a laugh. "The house I'm in is at a cross-road; there's a church at the next corner, a fire station right opposite and a police station at the fourth corner. Yesterday there was a grand funeral at the church, the fire brigade was called out three times and two men were run in by the police, all in one day! And the couple I'm living with are always quarreling. No, I shouldn't call it slow!"

Father's Idea

Gertrude was home for the Christmas holidays, and in her honor the old folks were holding a reception. And in their honor Gertie brought forth her new garments.
 Picking up a beautiful creation she held it up before the admiring crowd and said "Isn't this perfectly scrumptuous? Just think, all this silk came from the little insignificant worm."
 Her hard-working father looked a moment, his brow furrowed.
 "Gertrude," he said, "that is not the way to refer to your father."

From Dust to Dust

It was the glorious autumn, but it was windy and dusty, and the dust beat mercilessly into their faces as the young man and maiden turned the corner of the street.
 "Did you get any in your eyes, darling?" he asked fondly, drawing her closely to him.
 "Yes, sweetheart," she murmured, searching for her elusive handkerchief.
 "Which eye, beloved?" he pressed.
 "The right one, love! Did you get any in yours?"

"Yes, dear heart!" he responded, using the same corner of the handkerchief that she had used.
 "How sweet!" she exclaimed. "And yours was in the right eye, too?"
 "Yes, dearest."
 "Ah," she thrilled, "do you suppose it could have been part of the same piece of dust that got in our eyes?"
 "I hope it was!" he exclaimed fervently, blinking a pleasurable beam with his good eye.
 "Wouldn't it be lovely, love?" she cried.
 "Oh, love, wouldn't it?" he wriggled.
 And the wind howled as though in pain, and from the house opposite a "Votes for Women" board fell with a sickening crash upon the pavement.

A Slip of Speech

It was Smith's first Sunday as usher in church, and he was a bit flustered. Turning to a lady who entered, he said: "This way, madam, and I'll sew you into a sheet."

MILLIONS FOR ADVERTISING

Armour Official at Denver Outlines Firm's \$200,000 Campaign in Address before Officials

"Six hundred million dollars a year is spent in this country for advertising, and yet I hear people ask whether advertising pays. If it did not pay, do you think the people who spent that enormous sum would have added \$60,000,000 to it last year for the purpose of increasing their advertising?"

M. F. Harris, head of the advertising department of Armour & Co., of Chicago, put the above proposition up to that company's selling force yesterday afternoon in a talk to them on the advertising campaign which the company has under way for the purpose of increasing the distribution of its products.

The talk took place at the company's offices at 1522 Twentieth street, in an informal conference between the salesmen and the advertising department officer.

Mr. Harris first pointed out some of the difficulties which were encountered in the earlier advertising campaigns. It was found that general advertising of a number of products in the newspapers once a week for a period of a few months did not produce the desired results. The campaign was discontinued.

"The spasmodic campaign is a thing of the past," he said.

Then he outlined briefly the campaign which the company began last February and which involves the expenditure of approximately \$200,000. The appropriation for the newspapers was \$125,000. Before beginning the campaign, the company's label for all super-quality products was standardized. It brot out the name of Armour, the name of the product, and showed the package itself.

The newspaper campaign was then supplanted by a \$90,000 campaign in the magazines. Five mediums were chosen which reached the desired class of people in the territory to be served by the newspapers. The copy for the magazines was designed along similar lines to that used in the newspapers.

This was followed by window displays which were planned to tie up the newspaper and the magazine advertising with the dealers. Store signs were used and all were designed to carry the impression of Armour's brands with the consumer until the purchase was made.

Mr. Harris said that while the manufacturers in this country spent \$600,000,000 for advertising it was still a fact that not 40 per cent of the people specify the brand wanted when they go into a store. The advertising puts the customers in a frame of mind, however, to accept the advertised brands when offered to them.

The proposition was made to the selling force to test out that effect of advertising. He suggested that each salesman ask a salesman in a retail store to offer a nationally advertised brand to each customer who did not name a brand for a period of one week and see if they did not all accept them. Then, for the next week, offer those products which were not advertised, and see what would be the results.

The personality of a salesman has much to do with following up the advertising, he said. He referred to one salesman who made it a practice to know the first name of every man to whom he sold goods, also the first name of every employe of the store.

He would know their birthdays and occasionally would call them on the phone to congratulate them, or when sick, send them a bottle of grape juice. This salesman, he said, won an automobile for obtaining the best results.

In speaking of the \$600,000,000 spent for advertising, he said \$230,000,000 of that amount went to the newspapers, \$35,000,000 to the magazines, \$80,000,000 to billboards and signs and \$125,000,000 to premiums. The rest went for calendars, novelties and farm publications.

He said that many people said the consumer pays for the advertising. This was not true. Advertising increased the production to such an extent that the cost of production was reduced.

In 1903 automobile manufacturers turned out 3,700 cars at an average cost of \$2,125. Last year they turned out 1,700,000 cars at an average cost of \$715. Advertising increased the output and the increased output reduced the cost.—Denver News.

Piano at a Bargain

Customer near Alliance is unable to finish payments on piano contract. We will turn piano over to first satisfactory party who will pay balance either cash or five dollars per month. Write Schmoller & Mueller Piano Co., Omaha, Nebr. 5-11-6265

PUBLIC NOTICE

The attention of the citizens of Alliance is called to city ordinance No. 38, an ordinance to prevent the accumulation of snow, slush and ice on the sidewalks and to provide a penalty for the violation of the same:

Be it ordained by the mayor and council of the city of Alliance:

Sec. 1. That it shall be unlawful for owners or leases of lots, within the corporate limits of Alliance, Nebraska, to allow any snow, slush or ice to accumulate or remain on the sidewalks adjacent to said lots for more than twenty-four hours after such accumulation.

Sec. 2. If any person or persons fail to remove such snow, slush or ice, for a period of twenty-four hours, the city marshal shall remove the same and report cost of such removal to the city council, and such costs shall be assessed against said property as a special tax.

P. E. ROMIG, Mayor.

5-11-6258

We Appreciate the Compliment

R. M. Moran, well known Hyannis stockman, sends The Herald check for a year's subscription and says, "Thought I would take The Herald for another year. You are running a very good paper. I have no suggestions to make for its betterment, for you are doing very well."

Dean Shaw Operated On

Dean William Carson Shaw of St. Matthews Episcopal church was operated on Monday at the hospital for gall stones. The operation was a serious one, but The Herald is pleased to report that the Dean is improving and that he will undoubtedly soon experience a complete recovery.

Clothing for Sale at City Mission

There will be found for sale at the exchange at the City Mission many new and second hand garments, including underwear, sweaters, shoes, etc., at very moderate prices. These articles have been donated to the Mission by the clothing stores of the city and by private parties, and the proceeds go to the support of the Mission.

Basket Ball Game Saturday

On Saturday of this week at the high school gymnasium will occur the second matched game of basket ball between the Methodist and Christian teams. This game promises to be one of the most exciting of the year, as the teams are quite evenly matched. Both the Junior and the Intermediate players will be represented, one game being played in each division. A small admission of 10 cents will be charged to defray expenses. The first game will start promptly at 7:30 o'clock.

Old papers for sale at The Herald office. Five cents a bunch; six bunches for a quarter.

PUBLIC SALE!

I will sell at public auction at my place fourteen miles south of Alliance, and adjoining the Herman Smith ranch, on

January 12, 1916

at 10 o'clock sharp, the following described property

7 HEAD OF HORSES 7

CATTLE

10 head of Cattle consisting of the following:

5 Milk Cows
 1 Yearling Heifer

1 Yearling Steer
 3 Calves

IMPLEMENTS and HARNESS

2 Sets of Harness
 1 Hay Rack
 1 Wagon
 1 Spring Wagon
 2 Mowers
 1 Rake

1 Sweep
 1 Plow
 1 Cultivator
 1 Buggy
 1 Carpenter's Tool Box
 1 Grind-Stone

100 Chickens

All Hay in Stack

FREE LUNCH AT NOON

TERMS—Cash or Note acceptable to your bank.

MINNIE STAFFORD, Owner

H. P. COURSEY, Auctioneer

F. J. WAS, Clerk